

# Young & Rubicam Advertising

M E M O R A N D U M

DATE: August 24, 1998  
SUBJECT: International Blue Packs  
FROM: Todd Krugman  
TO: Shelby Rafferty

Cc: J. Brite, P. Orban

Per your request, please find enclosed a number of brands that use blue as their color cue for FF Packs and, in some instances, lights. Below is a quick topline on the current status of each brand.

## Gauloises Blondes

Over the past few years Gauloises has become a very popular brand in Europe, especially in France (where it is the number one brand), Switzerland, Germany, and a number of other CEMA countries. The ads celebrate the freedom of expression and independence and culminate with the tagline, "Liberty Always." The overall market share continues to grow among young adult smokers and is seen as more sophisticated than others.

## Gitanes Blondes

Gitanes is another popular brand in many countries, but especially in Argentina and France. The pack once again uses the FF blue colors with a minimal amount of white.

## Royale

*7th 8th brand*

A less popular brand than Gauloises in France which uses dark blues and reds for its overall color cue message.

## Pall Mall Lights

Along with its red FF sister pack, the dark blue lights pack has been one of the most popular international brands in Central and Eastern Europe. They recently redesigned their packs with darker, more solid color cues. The best Pall Mall markets are Hungary, Germany, and the Czech Republic.

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